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Master Management team successfully negotiates more leases Brama Mazur broadens its retail and food range

Master Management Group, an exhibitor at the Spring edition of the Shopping Center Poland fairs, has broadened the range of retail and food outlets in the Brama Mazur shopping centre in Elk and renewed leases for years to come. The operators that decided to come to the centre include Pizza Hut, Medicine, Reporter Young, Superior, Pit Bull, IQOS and Smaki na Wagę.

Brama Mazur, part of Master Management Group's portfolio, is unique and the largest retail and entertainment centre in Elk. It has been operating on the local market for five years and it has been constantly strengthening its position in the region. The evidence of this is the growing footfall and the centre's wide range of brands. Over the last few months the centre has gained seven new brands while 26 tenants have prolonged their contracts. A total of 7,500 m² of retail space, 40 percent of the centre's space, has been recommercialised.

"The primary tenant-mix concept of Brama Mazur has proved so successful on the local market that we have managed to renew most of the leases. Brands that have stayed with us include H&M, CCC, HEBE, Smyk, Empik, Martes Sport and many others. In addition, some of the tenants have decided to introduce new concept stores, which has increased the centre's attractiveness. We are now proud to say that Brama Mazur is 100 percent leased and has made itself known among the residents of Elk and the region," said Anna Polak, head of leasing at Master Management Group.

The high potential and the good location of the centre have been appreciated by the favoured retail chains, which opened their first stores in Elk. Last summer, Medicine (320 m²), Pit Bull (61m²) and Superior (200 m²) complemented the centre's wide range of fashion stores, while autumn saw the entry of Report Young (74 m²), which strengthened the centre's segment of youth fashion. The end of the year brought some changes to the restaurant zone. The welcome opening of Pizza Hut (46 m²) and of a new local restaurant brand, Smaki na Wagę (53 m²), widened the choice of food and won clients' hearts. The friendly character of Brama Mazur is complimented by its nontrivial architecture, coherent with Elk's historic buildings, and by a rich program of events, which attracts diverse groups of customers.

"Both wedding fashion and automotive trade fairs have already become a tradition at our centre and we engage local companies into their organisation. Tenants are keen to work with us, as the events enjoy great popularity among our customers and are based on what people like. The key to our periodical marketing projects are well-liked pro-sale actions, which we include in the program of each event. In summertime, thanks to the fact that public space around the shopping centre is very attractive, we can use the potential of a city square and organise open-air events. Over the last few years we have succeeded in making them a fixture in the calendar of local events and gaining the affection of our clients," said Justyna Szymkiewicz, the manager of Brama Mazur.

Master Management Group (MMG) is an investor, developer, leasing agent and manager of retail and office properties across Poland. The company, which has fourteen years of experience in this market, has a team of experts who have worked for international development, consultancy and property management companies as well as investment funds. On the Polish market the company has partnered with the largest global funds and other institutions investing in real estate. To date, MMG has cooperated with such partners as the Marcol Group, Europa Capital and (in a joint venture) with Blackstone. Currently MMG manages 100,000 sqm of retail space, including such shopping centres as Brama Mazur in Ełk, Galeria Niwa in Oświęcim and the MMG Centers in Poznań, Szczecin, Lubin, Kutno, Ciechanów, Piekary Śląskie and Józefosław. The company is also the investor and the developer of the Hi Piotrkowska retail and office complex, which is being developed on Piotrkowska Street in Łódź, as well as two other shopping centres in Kołobrzeg and Zawiercie. More information about the company can be found at: www.mmgm.pl

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